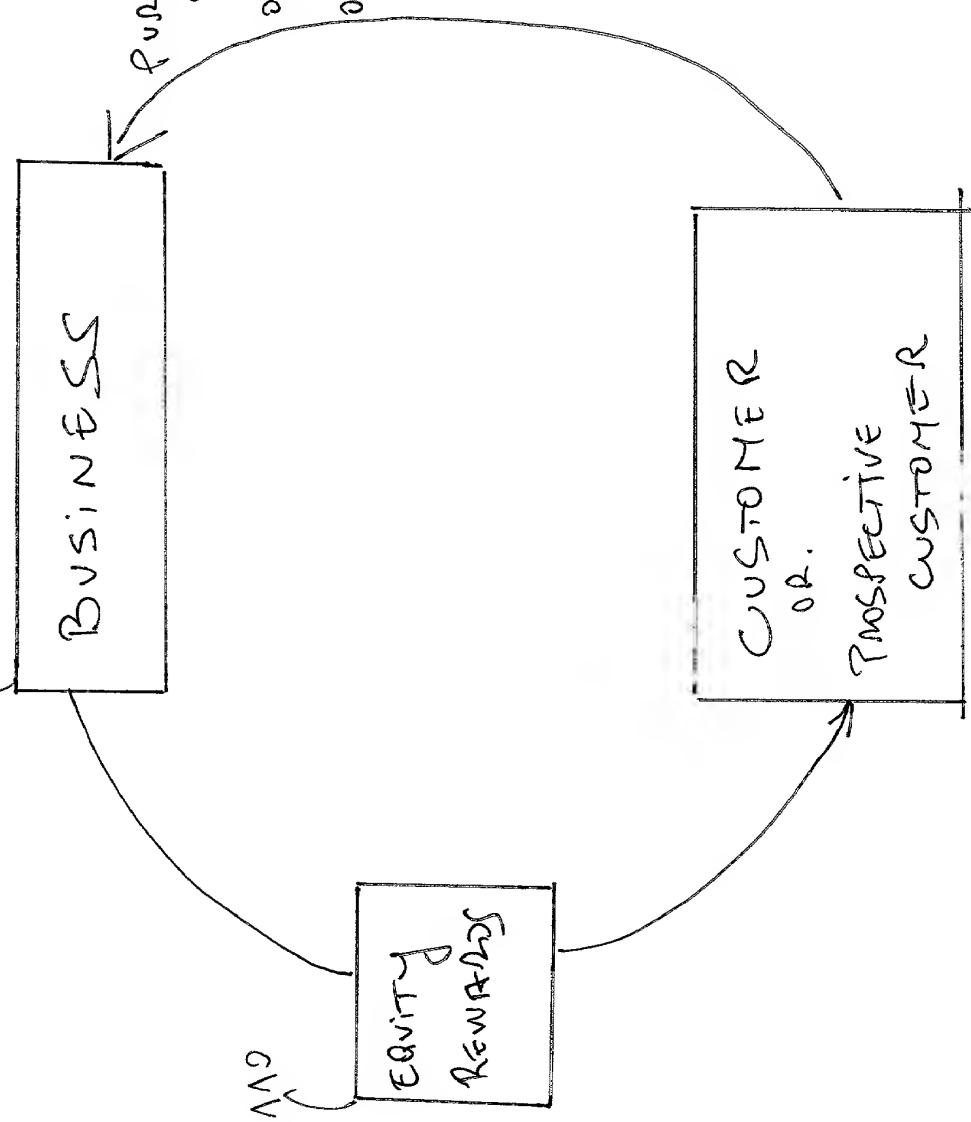


Fig. 1

112



PURCHASES OF GOODS  
OR SERVICES,  
OR ACHIEVES SELF-IMPOSED GOALS,  
OR, INTERACTS WITH  
BUSINESS: ADVERTISING

NO.  
EQUITY  
REWARDS

PROSPECTIVE  
CUSTOMER

